



TO: Members of the Parks and Recreation Board

CC: Henry Hill, Deputy City Manager
Rick Wieland, Parks and Recreation Director
Marcy Jones, Recreation Services Manager

FROM: Cara Harting, Special Events Supervisor

DATE: February 5, 2010

SUBJECT: Monthly Report on the Registration and Participation for Special Events

The purpose of this memo is to provide an update on the Special Events within the Parks & Recreation Department.

Daddy Daughter Dance

This year's most popular event will be held on Saturday, February 6, 2010 at the Frisco Conference Center. The theme is Alice in Wonderland and tickets went on sale January 9th, 2010. There will be four dances beginning at 2:00 p.m. and running every ninety minutes until 9:30 p.m. As of this writing, 5,378 tickets have been sold. The 4:00 p.m. and 6:00 p.m. dance is sold out. The 8:00 p.m. dance will also most likely sell out.

Easter Eggstravaganza

This year's event will be held on Saturday, March 20th, 2010 from 1:00 p.m. – 4:00 p.m., which is different than the past year's in which the event has been held in the morning hours. The rain date is Sunday, March 21. New this year is that the event will be held in the actual Pizza Hut Park Stadium and we believe the attendance and the overall look and feel of the event will be enhanced by this excitement. There will be concierge stroller parking and color coding in the stands for the varying age groups to organize. The event will also feature a Programs Expo which will showcase instructors from Recreation, Athletics, and Aquatics programs as well as City Departments.